

**FCC Report  
Dept. of Public Service  
KCEN/KMAY  
1 January-31 March**

**I Community Calendar  
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IV Station Tours**

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## **Community Calendar**

**A :30 spot that gives the public access to events happening in the area. Usually four new spots are created weekly to run in unsold dayparts on KCEN and KMAY.**

**The air time excludes prime time. The events listed typically come from churches, schools, municipalities and non-profit agencies. Items excluded are done so due to deadline considerations or content for the purpose of promoting a for-profit establishment.**

## Community Calendar

- Free Tax Perparation for McLennan County residents of low and moderate income
- Go Red for Women/Heart Health Luncheon in Waco
- Greater Vision gospel group in concert at Parkview Baptist in Waco
- TSTC in Waco presents Team Creativity, Disney Style
- United Way of the Brazos Valley free tax site
- Navasota Grimes Fairgrounds/Go Texan Days
- The Music Man performed by the Bryan High Choir
- The United Way Fill Your Toolbox Low-cost Living in the Brazos Valley Booklet
- Community Bible Church new meeting place
- Souper Bowl of Caring Brazos Valley Food Drive
- Barbershop Singing Valentines
- Bruceville-Eddy Volunteer Fire Department Chili Lunch
- Waco Thunder Football Team Football Game
- Senior Exercise Class
- Second Chance Animal Shelter \$10 Shot Clinic
- Waco Christian Women's Connection Tea and luncheon
- St. Anthony's Spaghetti Dinner Fundraiser/Bryan
- United Way Free Tax Site/Bryan
- Bush Library and Museum Mickey Mantle Harley on display
- Walk Across Texas Brazos Valley
- Nobility of Pop Dinner/Concert/Brazos Valley
- Waco Agility Group Dog Trial/McGregor
- College Goal Sunday/College Financial Aid
- KPLE Christian Broadcasting Fundraiser
- AJ Moore Academy Tax Preparation-Free
- World of Weather Family Fun Day with Andy Andersen
- College Station Girls Fast Pitch Softball Registration
- Road to Financial Freedom at Northview Baptist Church
- United Way free tax site
- Nobility of Pop: a tribute to Duke Ellington, Nat King Cole, Elvis Presley
- Walk Across Texas
- Born to Play Ball Exhibit/Bush Library and Museum
- Taste of Midway-Tour America
- Artfully Yours Winter Festival/Salado
- Chocolate and Cabernet Go Red For Women Event
- Texas Christian Academy Open House

- Midway ISD Professional Job Fair
- Chili Supper Fundraiser/First Baptist Church Marlin
- Free Tax Preparation-AARP
- Free Tax Preparation-AJ Moore Academy
- Market on Marlin's Historical Downtown Main Street
- St. Patrick's Day Walk/Run for CMN
- Relay for Life Survivor Dinner
- Railroad and Heritage Museum Steam Train Ride
- Waco Symphony Orchestra
- Absolutely Incredible Kids Celebration
- ARC of McLennan County-Build the Arc Bash
- Low Cost Pet Vaccination Clinic

## **Events**

**Additional public service participation includes events that have received financial, creative and air time support by the station. The events did not profit the station directly in a monetary capacity. The public benefited from the station's involvement.**

## **Events**

### **January**

**-6 Who Care Volunteer Recognition program. We recognized three local volunteers by airing a story about them during the 6pm newscast.**

### **February**

**-Assisted Parkdale Elementary in Waco in shooting and editing for a "commercial". This was for a competition in which the school could win money.**

### **March**

**-Main anchors Kelley Barr and John Gilbert appeared in the Texas AgriLife Extension office's Potato Luncheon and fashion Show. They shared emcee duties for the event as well as modeled clothing.**

## **Public Service Announcements**

**These spots are given free air time. They generally promote an event or service of a charity or non-profit agency. They may also contain an inspirational message.**

## Public Service Announcements

- Infection Diseases/Talk to Me
  - World Wildlife/Thin Ice
  - Jerry Modell Foundation/Catches
  - Advertising Council/Anthem
  - Centers for Disease Control/Stop
  - Ronald McDonald/Family Bond
  - Texas Association of Broadcasters
  - Homefront/Johnny Got a Job
  - Advertising Council/Blood Bank
  - Air Force Reserve/Our Mission
  - Sister to Sister/Triglyceride
  - Advertising Council/ We Need Questions
  - Home Loan Learning/The Simple Facts
  - Drug Free Texas/Flowers
  - Project Roadblock/House Party
  - Battery Recycling /Forces of Nature
  - Shriners/Hector Elizondo
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- ESRB/Gregg Abbott
  - Cancer Research/Daughters
  - Save Darfur/Don Cheadle
  - EPA/Surgeon General
  - Red Cross/Thank You
  - Heart of Diabetes/In the Know
  - Paralyzed Vets/Jared
  - Bush Library/Play Ball
  - Drug Free Texas/Get My Kid
  - Ad Council/Healthy Balance
  - Childhood/Obesity
  - AJ Moore Academy/Waco ISD/Tax Preparation



- Federal Student Aid/Jennifer
- Centers for Disease Control/Grandkids

## **Station Tours**

**A guided tour for children and/or young adults to explain the operation of a television station. The tour is tailored to specific events or topics of interest to the group. The following departments are discussed: News, Weather, Promotion, Production, Sales, Traffic, Programming, Creative Services and Engineering.**

## **Station Tours**

**-A tour was given on Feb 19 for the Cub Scout troop 152 of Temple.**

**-A tour was given on Feb. 29 for a Homeschool Group(Angela Norman) from Killeen**